ECONOMICAL ADVERTISING

1930-1931

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PROF. KEITH WALDEN

ECONOMICAL ADVERTISING

1930 - 1931

POSTER ADVERTISING ASSOCIATION OF CANADA

BANK OF HAMILTON BLDG., TORONTO

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ECONOMICAL ADVERTISING
1930-1931

¶ 1930-31 business will be largely what you make it. The handicaps of soft conditions are off. It's a scratch proposition from now on. ¶ At all times, and more especially now, men search out the economical way of doing things. ¶ Analyze 1930-1931 business conditions and prospects for your business. ¶ Keener competition —the necessity of making the advertising dollar do double duty are surely indicated. ¶ Poster Advertising reaches more people with greater frequency and for less money than any comparable medium. ¶ The succeeding pages tell something of the advantages and great economy of Poster Advertising, with reproductions of a few recent Posters.

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COLOR

¶ Color attracts the eye when plain black and white may be unnoticed. ¶ The human mind pictures things; it thinks in color and remembers them. How drab and uninteresting this world of ours would be otherwise. Think of the painstaking care in the selection of the colors and designs for that label, package or decorative scheme, and the commercial value of color becomes apparent. ¶ Color dispels monotony, gives a diversified distinctiveness that definitely establishes character and enables the initiative of an advertiser to so spot-light his goods that competing lines will be forgotten. ¶ Color is absolutely essential for affixing the natural image of packages, their contents and what they stand for in the great, big public mind. ¶ Poster Advertising is the only medium which affords the advantages of color and mass circulation in 300 cities and towns throughout Canada. ¶ Tell it again and again in color—repetition makes reputation.

Neilson's

FAMOUS THE WORLD OVER

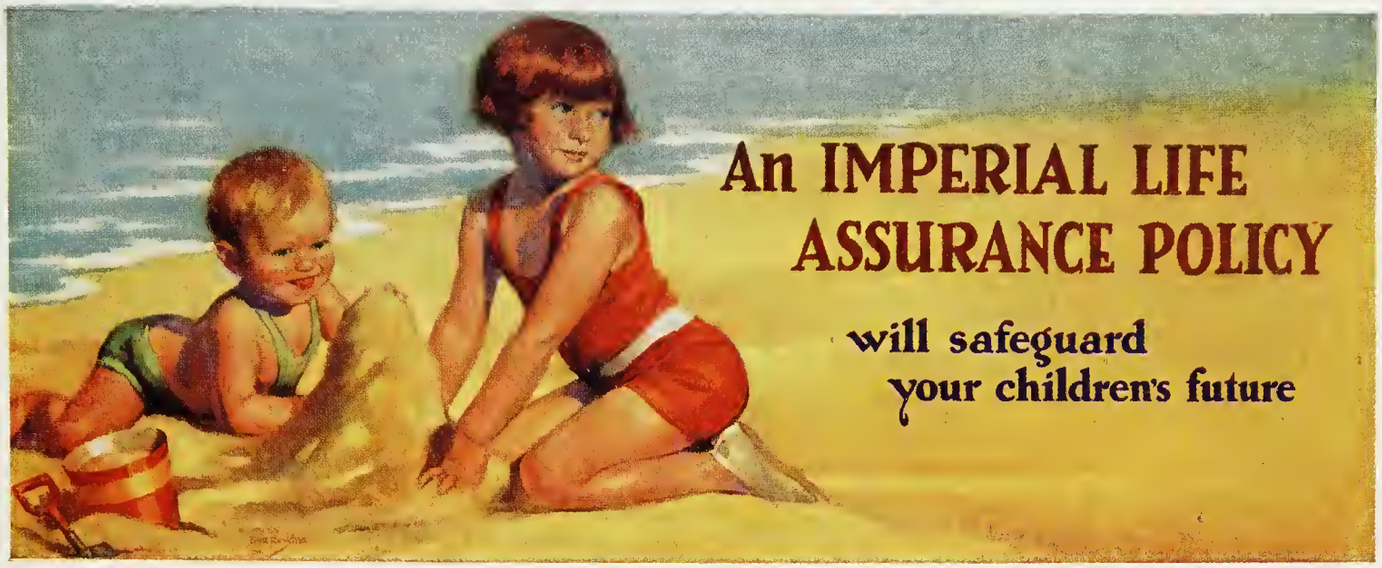
JERSEY MILK CHOCOLATE

CLARK'S MINCE MEAT

Said Simple Simon to the Pieman
let me taste your Wares.

FLEXIBILITY

¶ Poster Advertising is flexible. It fits the distribution and selling conditions of your product without waste circulation. ¶ Posters can be used seasonably in the months you wish and in the territory you wish. ¶ With them you can contract or expand your campaign to fit your selling conditions, omitting the towns where you may not have outlets and adding other towns as your sales plan comes to them. ¶ This means economy in advertising.


An IMPERIAL LIFE
ASSURANCE POLICY
will safeguard
your children's future

E.W. GILLETT COMPANY LIMITED
MAGIC
BAKING
POWDER
MADE IN CANADA
CONTAINS NO ALUM
Circumstantial Evidence
1479.

REPETITION

¶ Sooner or later the human mind will act in accord with a pleasing, pertinent suggestion, which is consistently repeated. Thus, buying habits are established and huge enterprise is brought into being. ¶ As against one impression per day, one per week or once per month, Poster Advertising means heavy-gun rapid-fire circulation that greets people here, there and everywhere several times each day on every artery or travel. ¶ Persistency —the repetition of Poster Advertising will reward 1930-1931 advertisers.

ALWAYS SO MUCH BETTER

IMPERIAL
GASOLINE
PREMIER & ETHYL · ACCELERATION

FOUNDED IMPERIAL 1880

CIRCULATION

¶ Poster Advertising offers circulation to a degree impossible in any other medium, for the daily circulation past a given poster *showing* is over twice the population of the city or town in which it is used. ¶ Posters are on display 24 hours a day. The Poster talks to a rapidly changing, never ending, audience. ¶ It reaches every prospect, a feature of particular importance in today's competitive market.

OLD CHUM
STOKING
TOBACCO
OLD CHUM The Tobacco of Quality

DELICIOUS!
THEY'RE BOTH
ROWNTREE'S
ROWNTREE'S
BUTTERSCOTCH
CRISP
ROWNTREE'S Butterscotch Cri
ROWNTREE'S
YORK
MILK
CHOCOLATE
"IT'S RIGHT IF IT'S ROWNTREE'S"

DEALER INFLUENCE

¶ The 24-sheet Poster with its color, size, simplicity and its location in various buying districts makes a strong impression on the dealer. ¶ He sees Posters and realizes that his customers also see them, and therefore he buys and features Poster Advertised products. ¶ The Poster also stimulates the advertiser's salesmen, as they see daily this strong Advertising that is backing up their sales effort.

DEALERS IMPRINT HERE

SIZE

¶ The Poster is the biggest thing in advertising. It permits the reproduction of your package 10, 20, 30 times its actual size in full colors. ¶ It impresses your advertising message in unforgettable fashion.

PICTURES

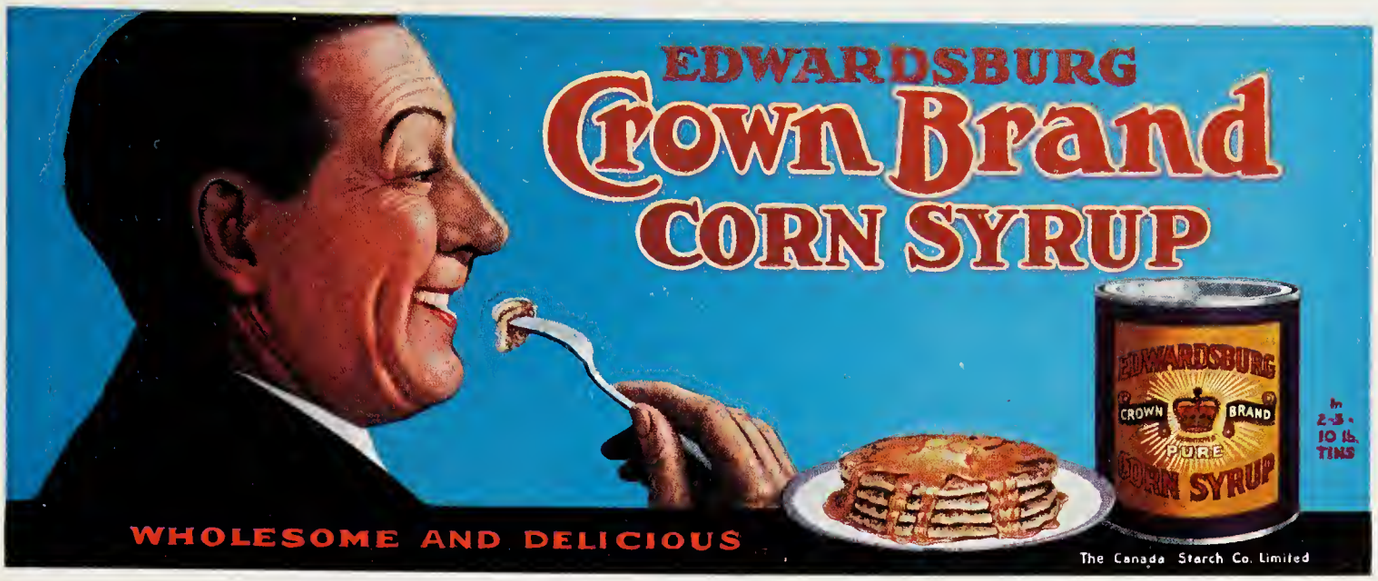
¶ Posters speak the universal language of pictures, ensuring an accurate impression of your advertising message. ¶ The picture of your product in color displayed again and again makes your product remembered.

MUSTARD puts TANG in PICKLES
FIRST
MANUFACTURED IN LONDON
A.D. 1742.
Keen's
BY APPOINTMENT TO THE LATE KING EDWARD VII.
Mustard
1 lb.

Firestone
BUILDS
THE ONLY
GUM-
DIPPED
TIRE
MOST MILES PER DOLLAR

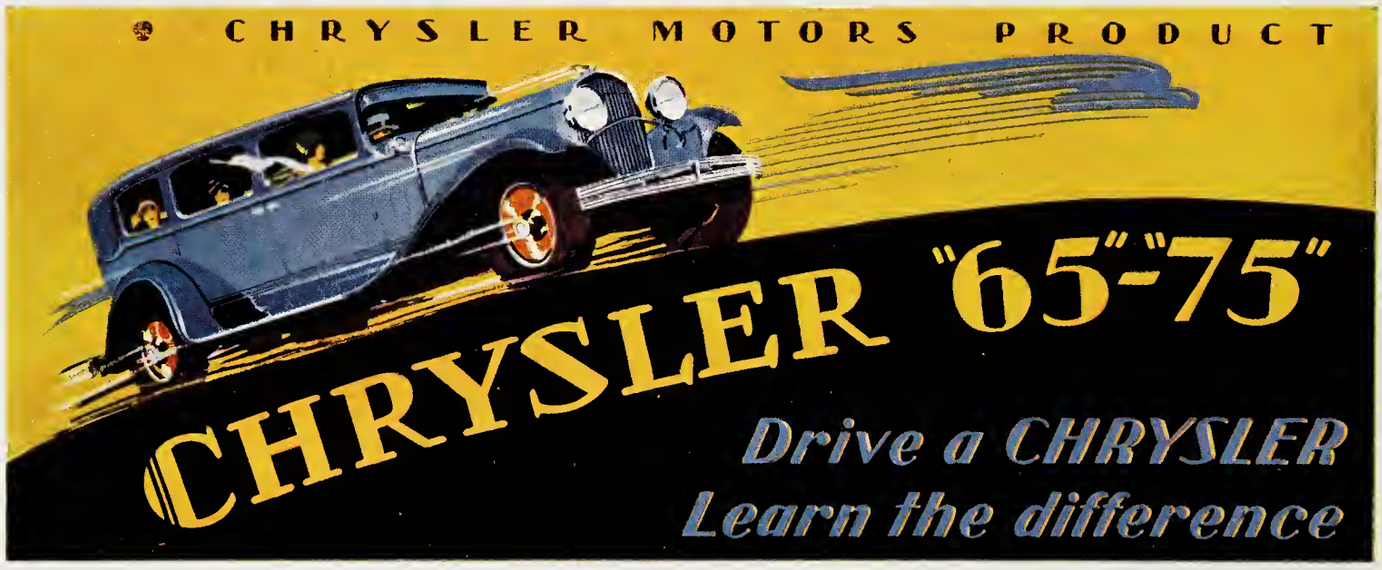
Robin Hood
FLOUR
POSITIVE "MONEY BACK" GUARANTEE IN EVERY BAG
FOR BETTER BREAD CAKES AND PASTRY
THE GIANT OF THE WEST

For GROWING HAIR
A NEW
PRINCESS PAT
HAIR NET

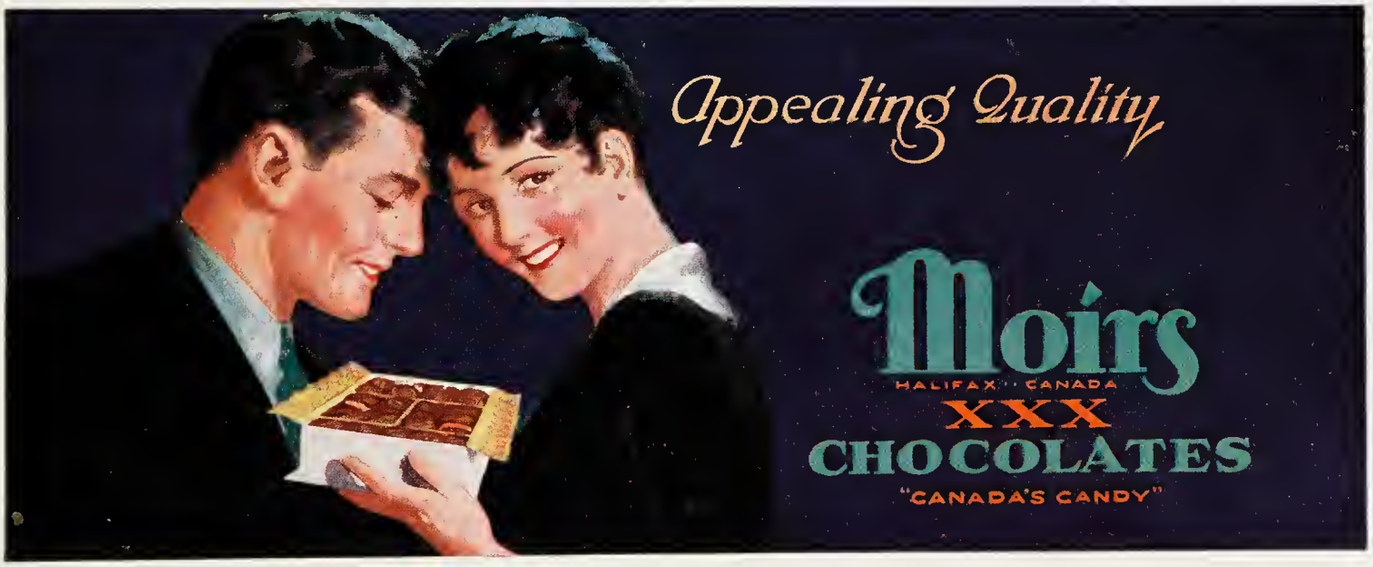

EDWARDSBURG
Crown Brand
CORN SYRUP
EDWARDSBURG
CROWN
BRAND
PURE
CORN SYRUP
In 2-3-10 lb. TINS
WHOLESOME AND DELICIOUS
The Canada Starch Co. Limited

Drink
Coca-Cola
Delicious and Refreshing
A hot day made cool

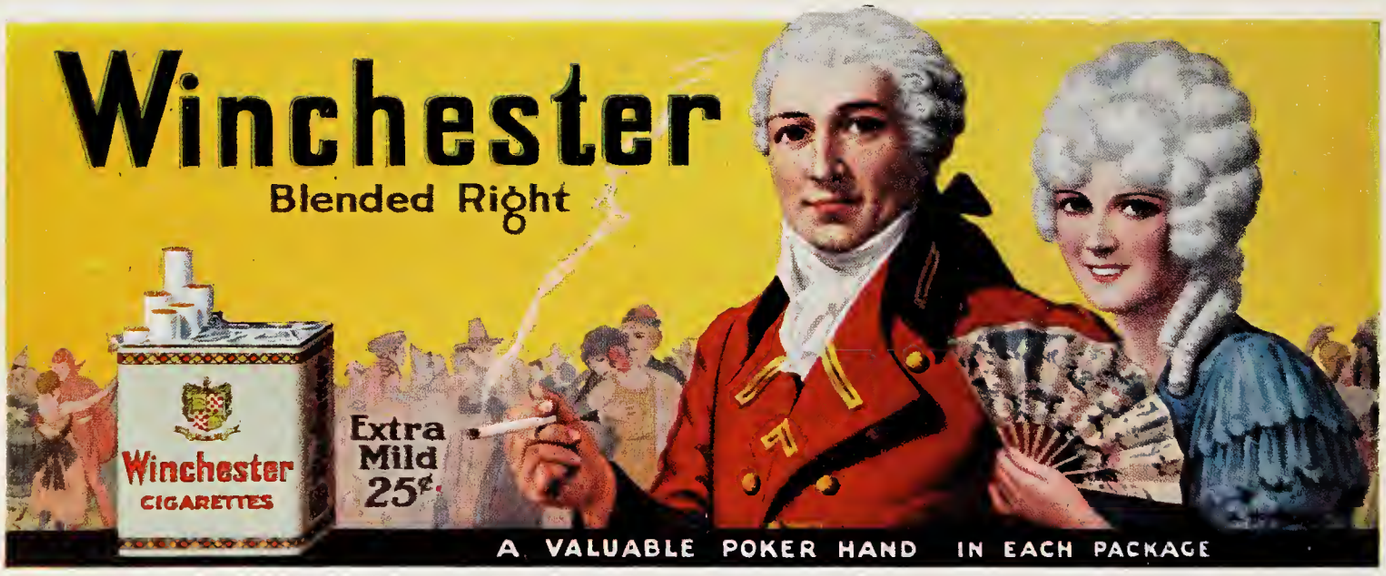
Blended Right
R-100
G-FAAV
WINCHESTER
CIGARETTES
Winchester
CIGARETTES
Winchester


CHRYSLER MOTORS PRODUCT
CHRYSLER "65"-"75"
Drive a CHRYSLER
Learn the difference

Westinghouse
Superheterodyne
FOR SUPER RADIO RECEPTION



Buckingham
CIGARETTES
Throat-easy


Winchester
Blended Right
Winchester
CIGARETTES
Extra
Mild
25¢.
A VALUABLE POKER HAND IN EACH PACKAGE

Beech-Nut
FRUIT DROPS
Refreshing as fresh fruit
5¢
Beech-Nut ORANGE DROPS
BEECH-NUT BRAND
ORANGE DROPS
ORANGE ~ LEMON ~ LIME flavors

S THE WHITEST, LIGHTEST, A
MAGIC BAKING POWDER
CONTAINS NO ALUM
MAGIC BAKING POWDER
Always on hand in most Canadian Homes

EN·AR·CO MOTOR OIL
Buy at
This Sign
WHITE ROSE GASOLINE
NATIONAL LIGHT SPRUCE
EN·AR·CO GEAR COMPOUND
QUALITY GASOLINES
White Rose
Red Seal
Canadian Ethyl
En-ar-co
The finest of all motor oils
CANADIAN OIL COMPANIES Limited

"CANADA DRY"
The Champagne of Ginger Ales

"NUGGET"
TRADE MARK REGD
UNEQUALLED
TRADE MARK REGISTERED
SHOE POLISH
WATERPROOF - FREE FROM ACID
FOR GLACE KID, BOX CALF, PATENT AND OTHER LEATHERS
The "NUGGET" TIN OPENS WITH A TWIST
"Did you 'NUGGET' your shoes this morning"?

AYLMER
SOUPS
The Flavor is Finer
The Cost is Less
AYLMER
TRADE NAME
CANNERS LIMITED
CONDENSED
TOMATO
SOUP
ALL-CANADIAN

For you & yours
The MUTUAL LIFE
ASSURANCE COMPANY OF CANADA
WATERLOO ONTARIO

EDWARDSBURG
Crown Brand
CORN SYRUP
Wholesome and Economical—
EDWARDSBURG
CORN SYRUP
In 2 lb., 5 lb. and 10 lb. Tins
The CANADA STARCH Co Limited

Just Right!
O'Keefe's Dry
GINGER ALE
OK
QUALITY
IT BY THE CASE

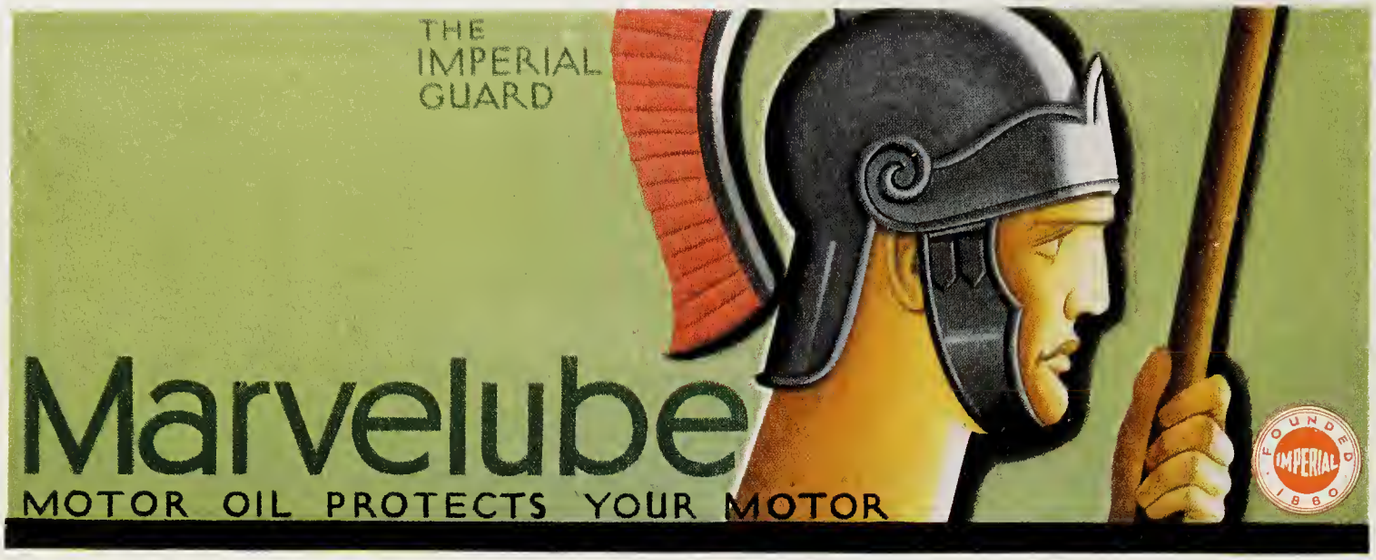
Fry's
COCOA
FRY'S
PURE
BREAKFAST
COCOA
J.S. FRY & SONS, LD
BRISTOL & MONTREAL

CATELLI'S
HIRONDELLE
MACARONI
Gee!
some Supper
HIRONDELLE
MACARONI
A Recipe
in each Packet

Willard's
Sweet Marie
5¢
Wonderful!

Baby's
Own
Soap
Best for You
and Baby too!

Brasso
brightens metals.
BRASSO


THE
IMPERIAL
GUARD
Marvelube
MOTOR OIL PROTECTS YOUR MOTOR
IMPERIAL
FOUNDED
1860

LEADERS IN CHOCOLATE BARS
LOWNEY'S
EAT-MORE
PEANUT CHEW
EAT-MORE PEANUT CHEW
LOWNEY'S
MILK CHOCOLATE
Vanity
FUDGE
Lowney's 5¢
Double Dipt
Oh Henry!
Candy
made the Home Made Way
Oh Henry!

OVIDO
OVIDO
LCG
CONGRESS
The Leading 10¢ cigar
Foil wrapped . . . TO SEAL TRUE HAVANA FLAVOR

Canada Bread
for growing Canada
WINNIPEG · BORDER CITIES · LONDON · ST. THOMAS · GALT · BRANTFORD · HAMILTON · TORONTO · OTTAWA · MONTREAL

WILDFIRE
Chocolate Bar
a real bite / 5¢

Home, Sweet Home
CLARES
HECLA
The Furnace that Saves One Ton in Seven

Neilson's
FAMOUS THE WORLD OVER

JERSEY MILK
CHOCOLATE

A TIDAL WAVE
OF
COLORFUL TONE

Majestic
RADIO

CLARK'S
COOKED
SPAGHETTI
Just Heat and Eat
CLARK'S COOKED SPAGHETTI
WITH TOMATO SAUCE & CHEESE
W. CLARK, LIMITED
MONTREAL
CANADA

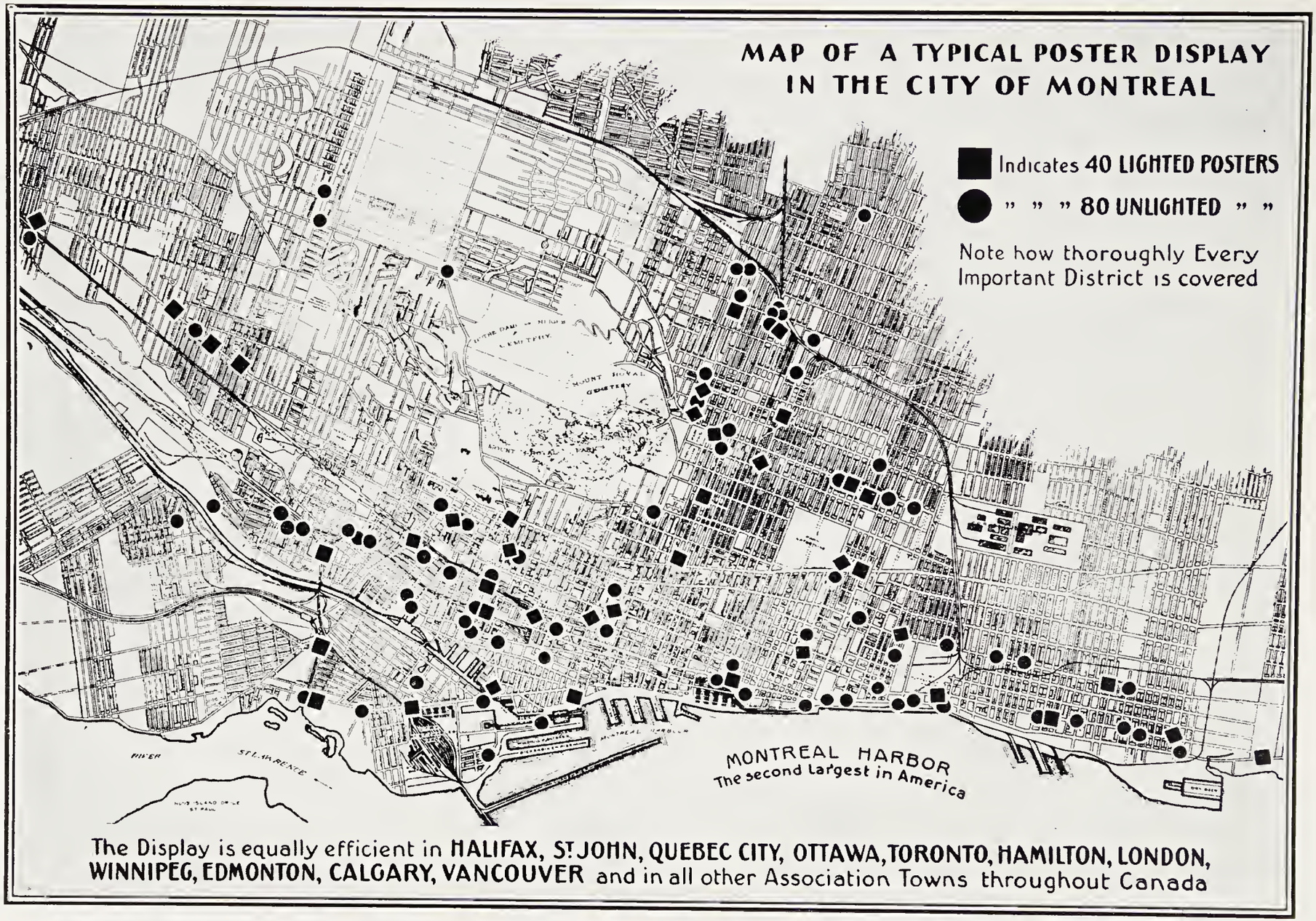
Fill up with
Jack Frost
DENATURED
ALCOHOL
MAKES ANTI-FREEZE YOU CAN DEPEND ON
for Sale Everywhere
GOODERHAM & WORTS
LIMITED
DISTILLERS FOR 96 YEARS
TORONTO

Campana's
Italian Balm
Protects the Skin
from Wind and Frost

THE FAMOUS
Laura Secord
CANDIES
FRESH FROM THE STUDIO
OLD TIME - HOME MADE
Laura Secord
CANDIES
Wholesome
Sweets
for Children

THE SHOWINGS

¶ All of the posters in a city or town are divided up into advertising parcels called showings. There is the Representative Showing, which consists of a sufficient number of panels in a town to adequately cover all of the population of that town, with posters in all the shopping districts, the business districts, and on all the main arteries of travel. In the larger cities a proportion of the panels are illuminated at night. ¶ Generally speaking the Representative Showing provides sufficient dominance for the advertiser who wishes to gain great prominence. ¶ To achieve advertising's greatest power there is the Intensive Showing. This gives twice the number of panels and twice the illumination of the Representative Showing. ¶ It may be emphasized here that both of these showings cover the entire population, but one gives twice the repetition and twice the illumination of the other. ¶ A vital rule of the Association, and one most rigidly enforced, is that every showing in a town shall be equal in advertising value to every other showing. To more clearly convey this essential point of Poster Advertising —the showing—a map will be found on another page of the City of Montreal, with a typical showing indicated. The location of each lighted panel in the showing is marked by a small square and each unlighted panel in the showing is marked by a small circle. The thoroughness with which this typical showing covers all the districts, most intensively where the population and traffic is thickest, is noteworthy. ¶ This complete coverage principle of a showing as exemplified in this map is carried out in all the showings of all the poster cities and towns in Canada.


MAP OF A TYPICAL POSTER DISPLAY
IN THE CITY OF MONTREAL
Indicates 40 LIGHTED POSTERS
" " " 80 UNLIGHTED " "
Note how thoroughly Every
Important District is covered
MONTREAL HARBOR
The second Largest in America
The Display is equally efficient in HALIFAX, ST JOHN, QUEBEC CITY, OTTAWA, TORONTO, HAMILTON, LONDON,
WINNIPEG, EDMONTON, CALGARY, VANCOUVER and in all other Association Towns throughout Canada

THE COST OF POSTER ADVERTISING

¶ Some idea of the cost of Poster Advertising may be gleaned from the various estimates or schedules to be found enclosed in the folded back cover of this book. These schedules are entirely elastic, enabling an advertiser to use one town or any number of towns up to the complete list. ¶ The first estimate or schedule gives the cost of a Representative, and also an Intensive showing of posters for one month in the poster cities and towns of Canada of ten thousand population and under. This list is but an arbitrary classification and is selected only because it is a convenient example. ¶ The second schedule indicates the cost of a Representative and also an Intensive showing of posters in the cities of Canada with from ten thousand to fifty thousand population. Here again the list is but an example selected for convenience. ¶ A third schedule is given which might be described as one of metropolitan centers, and, like the others, it shows the cost of a Representative and also an Intensive showing for one month in these large cities. ¶ The fourth schedule, or estimate as it is called in poster parlance, is the complete national estimate, giving the cost of both a Representative and an Intensive showing in every city and town in Canada where Poster Advertising is available. ¶ If your product and market is not completely national a selected estimate from this fourth complete national estimate may be arranged to suit your particular requirements. ¶ The impression that Poster Advertising requires a large appropriation is a fallacy. Most of today's national poster advertisers began with a modest appropriation. Check for yourself the estimates in the folded back cover of this booklet and see the tremendous coverage that you can buy for $5,000 or $10,000. ¶ Remember Poster Advertising is on display every day for thirty days at a time.

THE POSTER ADVERTISING AGENCIES

¶ The Poster Advertising Agencies listed below are the sole representatives of Poster Advertising in Canada. They are the appointees of the members of the Association and they are the only agencies from whom the members accept business. By their training and experience, their expert staffs, and close cooperation with the Association and its members, they are completely qualified to render a service that leaves nothing to be desired. They are the only men qualified to give accurate and authentic information about Poster Advertising in Canada. ¶ Poster art, and that includes Poster type and text as well as illustration, is something distinctive, something that to succeed must be executed by artists and Poster Advertising men specially trained in this important branch of advertising. ¶ The agencies of the Association can offer you the best counsel as to your poster copy.

The Canadian Poster Co. Ltd. - - - - - - - - - - Montreal, P.Q.

The Gould-Baird Poster Co. Ltd., Brantford, Montreal, Toronto, London, Vancouver

Kent-Dickinson Ltd. - - - - - - - - - - - - - - - - Toronto

E. L. Ruddy Co. Ltd., Toronto, Montreal, Hamilton, Winnipeg, St. John, Vancouver

Ruddy-Duker Ltd. - - - - - - - - - - - - - - - - Vancouver

Ruddy-Kester Ltd. - - - - - - - - - - - - - - - - Winnipeg

Charles Baker Ltd. - - - - - - - - - - - - - - - - Toronto

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Office:

Bank of Hamilton Building, Toronto 2

Secretary-Treasurer

T. Lyle Blogg

DATE DUE

FEB 19 2002

APR 12 1990

OCT 22 1992

NOV 06 1992

APR 25 1994

NOV 04 1997

FEB 15 2002

CARR McLEAN, TORONTO FORM #38-297

HF 5843 .E3 1930
Economical advertising, 1930-1
010101 000
0 1163 0017479 8
TRENT UNIVERSITY

HF5843 .E3 1930 UTLAS
Economical advertising, 1930-1931

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